Decline in export of tea

839. SHRI KRISHAN LAL SHARMA: Will the Minister of COMMERCE be pleased to state:

(a) whether it is a fact that tea exports from the country are falling through Government have declared it a thrust area for export;

(b) if so. the main reasons thereof;

(c) names of countries where exports are declining;

(d) whether Government have enquired into the reasons for fall in exports; and

(e) what measures have been contempated to boost exports?

THE MINISTER OF STATE OF THE THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) to (e) Exports of Indian tea have shown a declining trend during the years 1992-93, 1993-94 and the current financial year. Reasons for ower quantum of exports are attributable to lower imports by Russia, and other CIS countries on account of their internal econic problems; lower imports of tea by Iran, Egypt and Saudi Arabia and competition from other producing countries.

In order to step up exports of Indian tea to Russia an agreement has been signed wits the Russian Government which inter-alia provides for import of tea under the debt repayment mechanism. A suitable module has been approved by Government for promotional strategies to be undertaken in Russia and other CIS countries by the Tea Board in consultation with the tea industry. Iranian authorities have also been requested to facilitate opening of LCs for exports of Indian tea in respect of contracts signed by Indian exporters with Iranian buying agency. Other steps to boost exports of tea include promotional campaigns through Tea Board's offices abroad. It consists of (i) participation in trade fairs/exhibitions, (ii) media campaign to increase consumer awareness towards various unique characteristics of Indian tea (iii) media campaign to popularise Indian tea through Tea Board marketing symbol and (iv) support to various foreign brands containing Indian tea. A part of the expenditure inclurred by importers for promotional campaigns is met from Tea Board budget. Tea Board has also undertaken Darffieeing and Assam Logo campaign in UK and sponsored brand promotions schemes to popularise classic Indian teas.

मध्य प्रदेश में अंतर्राष्ट्रीय व्यापार केन्द्र की स्थापना

840. **श्री दिलीप सिंह जूदेव :** क्या वाणिज्य मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या मध्य प्रदेश सरकार ने मध्य प्रदेश के सभी औद्योगिक उत्पादों की प्रदर्शनी को सुगम बनाने की दृष्टि से भोपाल/इंदौर में एक अन्तर्राष्ट्रीय व्यापार केन्द्र की स्थापना करने हेतु केन्द्रीय सरकार से अनुमति मांगी है;

(ख) यदि हां, तो इस संबंध में सरकार की क्या प्रतिक्रिया है ;

(ग) मध्य प्रदेश से किन-किन प्रमुख वस्तुओं का निर्यात किा जा रहा है ;

(घ) क्या मध्य प्रदेश से निर्यात को बढ़ावा दिये जाने की दृष्टि से निर्यातकों को सहायता प्रदान करने हेतु

केन्द्रीय सरकार से कोई अनुरोध किया गया है;

(ङ) यदि हां, तो तत्संबंधी ब्यौरा क्या है और इस संबंध में सरकार की क्या प्रतिक्रिया है ; और

(च) वर्ष 1990-91, 1991-92, 1992-93 और 1993-94 के दौरान मध्य प्रदेश में वर्ष-वार कुल कितनी मात्रा में निर्यात किया गया है ?

(वाणिज्य मंत्रालय के राज्य मंत्री (श्री पी० चिदम्बरम) : (क) जी, नहीं ।

(ख) प्रश्न नहीं उठता ।

(ग) तथा (च) वाणिज्य मंत्रालय निर्यात के बारे में राज्य वार आंकड़े नहीं रखता है ।

(घ) जी, नहीं ।

(ङ) प्रश्न नहीं उठता ।

Study on global demand of tobacco

841. SHRI SANJAY DALMIA:
SHRI J. S. RAJU:

Will the Minister of COMMERCE be pleased to state:

(a) whether the Tobacco Board has made any study on ways to cater to increased blobal demand for various kinds of tobacco;

(b) if so, the details thereof and the details of action plan chalked out by the Tobacco Board to meet the global demand?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) Government sad constituted a Committee to consider the long term strategy for FCV tobacco which inter-alia studied the global market trends and demand projections.

(b) Some of the recommendations of the Committee included—

(i) reorienting production and development strategies to meet changing international needs (ii) increasing productivity levels of Indian tobacco by achieving varietal break-through (iii) reduction in levels of pesticide residue in Indian tobacco (i) effecting further economy in production costs

Some steps taken by the Tobacco Board in consonance wits these recommendations are:—

(i) organisations of Community Grading Centres to improve grading to international standards. (ii) Identification of light soil areas suitable for FCV tobacco in Orissa and Andhra Pradesh (iii) discouraging tobacco cultivation in saline/low lying lands (iv) encouraging research through Central Tobacco Research Institute (CTRI) to evolve low tar and low nicotine FCV varities (v) undertaking exension for adopting a suitable package of agricultural products and curing lechniques to reduce production cost (vi) collection and analysis of samples in association with CTRI to monitor and control pesticide residues.

International Trade Centre in Lucknow

842. SHRI SANJAY DALMIA:
SHRI MOOLCHAND MEENA:

Will the Minister of COMMERCE be pleased to state:

(a) whether the Government of Uttar Pradesh has set up an International Trade Centre in Lucknow; and

(b) if so, the details of assistance provided by tse Centra' Government to the State Government for promoting exports?